

COMMUNITY RELATIONS MANAGER

DEFINITION

Coordinate and develop a marketing program and public relations program for the Community Service Departments (library, recreation, and nature center); coordinate and prepare in conjunction with the City's office of communications the dissemination of information and marketing materials to the public, city departments and the media regarding departmental activities and services and perform other related work as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Deputy City Manager.

May exercise direct supervision over assigned management, supervisory, professional, technical and clerical personnel.

ESSENTIAL FUNCTIONS – Functions may include, but are not limited to, the following:

Plan and develop Community Service Department's annual marketing and public relations plan; establish marketing strategy, delineate budget, prioritize projects and outline appropriate tactics.

Prepare and coordinate the dissemination of press releases regarding Community Service's programs, events, services and regulations in collaboration with the City's Office of Communications.

Develop and coordinate the production of publications, fliers, brochures, and newsletters; review material for design, understanding and readability, format, style, content, grammar and composition.

Coordinate representation at community events such as parades, town hall meetings, and community fairs.

Prepare and coordinate customer satisfaction surveys; evaluate relationships with key audiences; gather and analyze information; prepare reports.

Oversee and coordinate the content of Community Service Department's WebPages.

Provide advice in conjunction with the City's Office of Communication on events coordination and management; represent the departments at community events.

Negotiate and administer marketing and public relations contracts; coordinate marketing and public relations displays.

Chair departmental marketing committees; assist staff in developing and implementing marketing projects; represent departments at citywide and regional marketing and public relations committees.

Meet regularly with Community Service department directors and assistant directors.

Develop and coordinate Speakers Bureaus.

Coordinate implementation of graphic standards.

Maintain calendar of events.

Prepare, write/or edit grant proposals.

Assist in the development and implementation of divisional goals, objectives, policies and procedures.

Build and maintain positive working relationships with co-workers, other employees and the public using principles of good customer service.

Represent the Community Service departments to outside agencies and organizations; participate in outside community and professional groups and committees; provide technical assistance as necessary.

Research and prepare technical and administrative reports; prepare written correspondence.

Perform related duties as assigned.

QUALIFICATIONS

Knowledge of:

Principles and practices of public relations and marketing.

Principles and techniques of journalistic writing and reporting.

Communication theory.

Media sources and resources.

Planning and preparing media releases and news conferences.

Principles and practices of leadership, motivation, team building and conflict resolution.

Pertinent local, State and Federal rules, regulations and laws.

Modern office procedures and computer equipment.

Budgeting procedures and techniques.

Principles and practices of supervision, training and personnel management

Ability to:

Coordinate the production and delivery of public relations materials .

On a continuous basis, sit at desk and in meetings for long periods of time. Intermittently twist to reach equipment-surrounding desk; perform simple grasping and fine manipulation; use telephone, and communicate through written and verbal means.

Analyze problems, identify alternative solutions, and project consequences of proposed actions and implement recommendations in support of goals.

Gather and compile accurate information for news releases and features in a style acceptable for communications media.

Recognize situations which have publication and/or news value and promote recognition of Community Service Department and citywide programs.

Interpret and apply City and department policies, procedures, rules and regulations.

Prepare and administer a budget.

Supervise, train and evaluate personnel.

Establish and maintain effective working relationships with those contacted in the course of work.

Communicate clearly and concisely, both orally and in writing.

Supervise, train and evaluate assigned staff.

Work with various cultural and ethnic groups in a tactful and effective manner.

Experience and Training

Any combination of education and/or experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Five years of increasingly responsible experience in marketing and public relations, public information or a related field.

Training:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in journalism, communications, marketing, business administration or a related field.

PHYSICAL DEMANDS

On a continuing basis, analyze budget and technical reports; interpret and evaluate staff reports; know laws, regulations and codes; observe performance and evaluate staff; problem solve department related issues; remember various rules and procedures; and explain and interpret policy.

WORKING ENVIRONMENT

Primary work is performed indoors in a carpeted and air-conditioned office environment with fluorescent lighting and moderate noise level. Some exposure to the external environment is required when performing duties in the course of work.

1/03